

Virginia Slims Legends Fall 1997 Direct Mail Production Schedule

Revised as of 7/16/97

Activity Name	May '97			Jun '97				Jul '97				Aug '97				Sept '97			Oct '97			Nov '97			Dec '97											
	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15				
Fall Markets manuscript submitted to Client								6/23	◆	6/23																										
Approval of manuscript								6/30	◆	7/1																										
A&K's and DDCP's								7/7	◆	7/7																										
Client approval of A&K's and DDCP's								7/8	◆	7/17																										
Mechanical Release to Printer								7/18	◆	7/18																										
Print Proof and Blues Review & Approval								7/24	◆	7/28																										
Tapes to mailing house- Nashville, Dallas								7/28	◆	7/31																										
Second Print Proof & Approval (if needed)								7/31	◆	8/3																										
Printing of Fall Markets								8/4	◆	8/18																										
Laserproofs O.K. Nashville, Dallas								8/11	◆	8/11																										
Ship to Nashville Bulk Center								8/15	◆	8/20																										
Drop Ship - Nashville								8/25	◆	8/25																										
Ship to Dallas Bulk Center								8/22	◆	8/27																										
Drop Ship - Dallas								9/2	◆	9/2																										
Sunday Call in date - Nashville																	9/21	◆	9/21																	
Sunday Call in date - Dallas																	9/29	◆	9/29																	
Tapes to mailing house - Delray																	9/29	◆	9/29																	
Laserproofs O.K.- Delray																				10/6	◆	10/6														
Ship to Delray Bulk Center																				10/10	◆	10/15														
Drop Ship - Delray																				10/20	◆	10/20														
Sunday Call in date - Delray																																				
	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15				

Marinelli Communications, Inc. 25 East 21st Street, New York NY 10010 Tel 212 254 3366 Fax 212 477 4828

EVENT DATES:
Nashville: 10/11/97 - 10/12/97
Dallas: 10/18/97 - 10/19/97
Delray Beach: 12/6/97 - 12/7/97

2071664841